



Reach **EVERY** Destination™

## Assistant Service Manager Drives Hot Business in the Sunshine State

Nearly every driver probably knows how one small change can affect the way their vehicle runs and, ultimately, how they reach their destinations. The same can be true for a business and one Synchrony Car Care™ partner discovered how offering Promotional Financing to every customer, every time, could positively affect how their business runs.

One assistant service manager at Lakeland Toyota, Amber Smith, led the initiative to change the way service and repairs were being offered to Lakeland-area drivers, and the power of their consumer financing program was undeniable. Within the first two months, Synchrony Car Care applications increased by around 500 percent at the dealership's repair center. A few



months later, the dealership saw another 300 percent bump in applications.



**"Every person has a story," Amber said, "and this job is about providing options for people."**

When a customer gets a flat tire unexpectedly, or their routine maintenance appointment reveals an unusual—and expensive—problem, the Synchrony Car Care credit card is another option for how to manage these expenses beyond cash or a traditional credit card.

More specifically, it's a no annual-fee\* credit card that offers a dedicated payment solution for both planned and unexpected automotive expenses. This solution provides dealers with the opportunity to offer customers an option for Promotional Financing for major purchases of \$199 or more.\*\*

"When I talk about the card, I just give them the terms of the financing program," Amber said. "I say, 'This is the total. But if you want to use Synchrony Car Care, you can pay this much per month. And if you make your payment each month and pay it off in this amount of time, then you can pay off this service over time instead of paying for all of it today!'"

**Amber and her team strongly believe that every customer can find a reason to rely on Promotional Financing, and every business has something to gain from offering it, too.**

"Synchrony Car Care sells itself," Amber said. "I offer it to every single customer. I was at a sales meeting recently and the speaker said that two out of every 10 people are going to take you up on your offer. So, if you're only going to get a 20-30 percent close ratio and you want to get more business, you gotta talk to more people!" That's where Synchrony's practice of offering financing to every customer, every time, pays off!

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\*,\*\*See reverse for details.



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without blinking an eye?’  
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of Synchrony Car Care!”**

**–Amber Smith**

Offering a financing program, like Synchrony Car Care™, is also an excellent way to grow incremental business in service centers and repair shops. “It is my biggest closing tool,” Amber said. “New people ask me, ‘How do you sell \$2,000 jobs without batting an eye?’ and I tell them it’s because of Synchrony Car Care! When I explain to them how to make their payments over time, people sign on the line.”

Lakeland Toyota, and all Synchrony Car Care partner locations, enjoy additional benefits beyond Promotional Financing. Partners are able to tap into Synchrony’s marketing resources for free POP materials, advertising guidelines, customer contact list management and more.

Additionally, partner locations can offer associate training, hosted and provided by Synchrony, that can help associates or managers, like Amber, learn how to leverage their Synchrony Car Care program to assist customers and close sales.

With the right tools, training and support for businesses, and the right Promotional Financing options to fit customers’ budgets, the Synchrony Car Care credit card can help you *Reach **EVERY** Destination™*.

\*For new accounts: Purchase APR is 29.99%. Minimum Interest Charge is \$2.

\*\*Subject to credit approval. Minimum monthly payments required. See merchant for details.

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